

Organized by **ENTERPRISE FLORIDA**, the official economic development organization of the State of Florida.



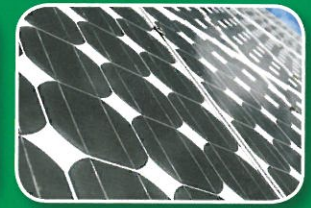
SOUTH AFRICA

TEAM FLORIDA TRADE MISSION

Johannesburg and Cape Town, South Africa
NOVEMBER 4-13, 2011

*An invitation to Florida companies to explore
the excellent business opportunities in South Africa.*

Enterprise Florida
SOUTH AFRICA: Team Florida Trade Mission
800 North Magnolia Avenue
Suite 1100
Orlando, FL 32803

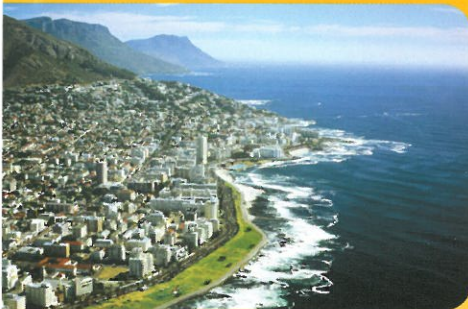


▶ BEST EXPORT OPPORTUNITIES TO SOUTH AFRICA

There are many promising prospects in the South African market. The industry list below is extensive but not exclusive – and ample opportunities may exist for some industries not explicitly listed. If your industry is not mentioned below, please contact us for a no-obligation assessment.

- Aircraft Engines and Parts
- Architectural Services
- Automated Controls
- Automated Data Processing Machines
- Automotive and Engine Parts and Accessories
- Auxiliary Motor Vehicles
- Biomass, Landfill Gas, Small-Scale Hydro, Solar, Wind
- Boats and Boat Repair Apparatus
- Chemical Products
- Education Services
- Energy Efficient Machinery, Appliances & Methodologies
- Energy Plant Equipment and Related Systems
- Energy Sectors
- Engine Management Systems
- Financial Services
- Harvesting and Cleaning Equipment
- Information Technology
- Materials Handling Technology
- Medical Equipment and Healthcare Services
- Mining Equipment
- MRO Certification
- Security Products
- Bulldozers, Moving, Grading, Snowplowing Machines
- Special Purpose Vehicles
- Spices and Beverages
- Telecommunications Services and Equipment
- Vehicles For Transporting People and Cargo

MISSION ITINERARY*



Cape Town, South Africa

Friday, Nov. 4

- Team Florida delegation departs John F. Kennedy/New York airport on South African Airways.

Saturday, Nov. 5

- Team Florida delegation arrives Johannesburg, South Africa.

Sunday, Nov. 6

- Church Services (optional).
- Luncheon and tour of Soweto.

Monday, Nov. 7

- Team Florida breakfast briefing conducted by the U.S. mission in Johannesburg.
- One-on-one pre-arranged business appointments for Team Florida Gold Key delegates.
- Team Florida luncheon.
- Team Florida networking reception hosted by the U.S. Consul General.

Tuesday, Nov. 8

- One-on-one pre-arranged business appointments for Team Florida Gold Key delegates.
- Team Florida luncheon.

Wednesday, Nov. 9

- Team Florida delegation departs Johannesburg for Cape Town on South African Airways.

Thursday, Nov. 10

- Team Florida breakfast briefing conducted by the U.S. mission in Cape Town.
- One-on-one pre-arranged business appointments for Team Florida Gold Key delegates.
- Team Florida networking reception & dinner.

Friday, Nov. 11

- One-on-one pre-arranged business appointments for Team Florida Gold Key delegates.
- Team Florida tour of the Cape Town area.

Saturday, Nov. 12

- Team Florida delegation departs Cape Town for John F. Kennedy/New York Airport on South African Airways.
- Team Florida delegation arrives in John F. Kennedy/New York Airport.

** Subject to change.*

Call (305) 808-3660 for more information & registration forms



*An invitation to
Florida companies from*

**Lt. Governor
Jennifer Carroll**

Dear International Business Leaders:

I am pleased to invite you to join me in the upcoming Team Florida Mission to South Africa on November 4-12, 2011.

As your Lieutenant Governor, I am fully committed to supporting and advocating on behalf of Florida businesses to increase and maintain market share both at home and abroad. I understand the importance of exploring new opportunities in emerging markets. These markets have significant business potential for Florida exporters of products and services. South Africa is one of the most dynamic emerging markets. Growth and diversification of Florida's international trade is a key component of our overall plan to create more jobs in Florida.

Enterprise Florida, our state's lead economic development organization, along with its U.S. Department of Commerce partners and the South African Department of Trade and Industry, is preparing a full agenda which includes qualified business appointments, in-depth briefing sessions, and a wide range of networking events. Mission participants will have an opportunity to meet and interact with top level corporate and government leaders in a variety of industry sectors and interests.

Geographically, Florida is the closest U.S. State to South Africa. We are their natural trading partner. Florida companies' world class goods and services are highly competitive in the African market. This Team Florida Mission to South Africa represents a timely opportunity for Florida companies to seek or expand exports to Africa and South Africa in particular.

I hope you will join me in this Mission and I look forward to a successful shared experience.

Sincerely,

A handwritten signature in blue ink that reads "Jennifer Carroll".

Jennifer Carroll
Lieutenant Governor



OPPORTUNITIES FOR FLORIDA COMPANIES:

Johannesburg, South Africa



South Africa, the 26th largest economy in the world, is one of the most stable markets in Africa and remains within the top 50 destinations for Florida-Origin Exports and is Florida's 39th largest merchandise export destination. A middle income emerging market, South Africa has a number of well-developed sectors including: financial, legal, communications, energy and transportation.

Just as Florida remains the "gateway" for trade and commerce between the Americas and Africa, South Africa provides an ideal springboard into the growing African markets. Under its Southern African Customs Union (SACU) agreement, South Africa offers easy market access to the other four SACU members, Botswana, Namibia, Swaziland and Lesotho. Furthermore, South Africa, through SACU and the Southern African Development Community, is in the advanced stages of negotiating a "Free Trade Agreement" with the East African Community and the Common Market for East Africa which upon conclusion will represent open market access to 26 countries with a combined GDP of \$833 Billion and a population of over 530 million consumers. With the fastest growing middle class population in the world, the demand for U.S. products and services in Africa is outpacing the supply.

Florida exporters are well-positioned to gain from entry into the South African market. Several of our Florida cities, air and seaports, and universities already have sister-city/ sister-port relationships or long standing exchange programs with counterparts in Africa. Florida's geographic location makes us the closest U.S. State to Africa. As well, Florida's superb international trade infrastructure and the business community's experience and expertise in doing business in Latin America and the Caribbean, uniquely qualifies us as ideal trading partners with Africa.

A RISING MIDDLE CLASS

A boom in the South African economy has led to a rapidly increasing middle class that demands quality American and Florida-created consumer goods and professional services.

REGIONAL TRADE OPPORTUNITIES

South Africa, as a member of SACU and pending agreements with the East African Community, is an ideal launch pad into other African markets such as: Botswana, Namibia, Swaziland and Lesotho.

FLORIDA'S GEOGRAPHIC & ECONOMIC POSITION

Our longstanding partnerships with South African cities and the surrounding countries—along with being the closest U.S. state to South Africa—positions Florida producers to enter the South African market.

SOUTH AFRICA

MISSION REGISTRATION: 305.808.3660

Registration deadline for all options: September 23, 2011

For registration forms, contact Ivan Barrios or Bryant Salter at ibarrios@eflorida.com or bjsalter@eflorida.com.

Registration will not be considered final until ALL event & travel registration forms and payment authorization have been received.

1. GOLD KEY PACKAGE

- First company representative: \$595
- Additional company representative: \$450
(same set of appointments)

Package includes:

Gold Key Service: The U.S. Commercial Service in South Africa will pre-schedule one-on-one appointments with pre-qualified South African companies that express interest in your company's products/services.

AND

- Targeted promotional campaign throughout South Africa to attract prospects.
- Admission to all official Team Florida networking events, including lunches and cocktail receptions.
- Country briefing by U.S. Embassy officials.
- Airport transfers in country when traveling on official mission flights.
- Ground Transportation in country to all official mission events, originating at the official mission hotels.

2. DELEGATE PACKAGE *

- Each company representative: \$450

Package includes:

- Targeted promotional campaign throughout South Africa to attract prospects.
- Admission to all official Team Florida networking events, including lunches and cocktail receptions.
- Country briefing by U.S. Embassy official.
- Ground Transportation in country to all official mission events, originating at the official mission hotels.

** Note: This option encourages delegates to schedule their own individual appointments and activities during their free time.*

Upon submission of completed Gold Key registration forms, your products and objectives will be reviewed for product suitability in South Africa by the U.S. Commercial Service industry experts. Approval takes approximately 5-7 days.

The Delegate Package does not require a review by the U.S. Commercial Service and therefore, registration will be processed upon receipt of registrations forms.

TRAVEL ARRANGEMENTS

Enterprise Florida (EF) has contracted the services of Express Travel, an independent travel agency, to coordinate all airline and hotel reservations. Special group discounted airfare & hotel rates have been negotiated for this event. Mission participants are expected to travel as a group and must do so in order to benefit from all ground transportation and airport transfers. Travel arrangements will be coordinated and confirmed individually. For additional travel guidance please contact:

Express Travel: (305) 341-1200 x 279

ESTIMATED TRAVEL COSTS

Hilton Sandton Johannesburg	approx. \$240/night
Hilton Cape Town	approx. \$190/night
RT Airfare from JFK on South African Airways	approx. \$1,200

CONTACT

For more information on Team Florida South Africa, please call Bryant Salter or Ivan Barrios at 305-808-3660.

CANCELLATIONS

Cancellations prior to September 23, 2011 must be received in writing to Ivan Barrios at ibarrios@eflorida.com. NO VERBAL cancellations will be accepted. For a full refund of registration fee, cancellations must be received by September 23, 2011. Otherwise, no refunds will be issued. All airline ticket purchases are final and cannot be refunded.



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